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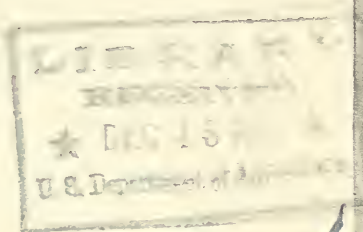
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1923



Buckeye Nurseries

ESTABLISHED 1880



THE TEMPLE ORANGE

Largest Exclusively Citrus Nurseries in the World
TAMPA, FLORIDA

Handwritten scribbles and marks at the bottom left corner.



WILLIAM CHASE TEMPLE

THE splendid work of Mr. Temple for the citrus industry of Florida is a matter of history. To the organization of the growers of the state for mutual benefit and protection, in a period of stress and storm, he contributed notably, in ability, money, and time.

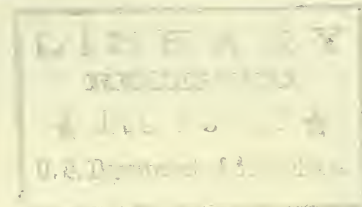
No greater tribute could we pay to the memory of Mr. Temple than in naming this wonder orange in his honor, and, for all time to come, the Temple Orange

will be a monument to his memory—more useful, and correspondingly more lasting, than bronze or marble.

Buckeye Nurseries are proud to be privileged to contribute in this manner to the perpetuation of Mr. Temple's name, as they feel that, perhaps, their greatest service to the citrus industry of Florida and the Gulf Coast section of the South will be rendered through the introduction of the Temple Orange.

*These pictures show
the root systems of
Buckeye trees*





BUCKEYE NURSERIES

EIGHTH FLOOR CITRUS EXCHANGE BUILDING

TAMPA, FLORIDA

PRICE LIST—SEASON 1922-23

All standard varieties of citrus fruit trees, on rough lemon and sour orange stocks, as listed in catalogue, except TEMPLE, Tangerine and King oranges and Kumquats:

	Each	Per 10	100	1000
2 to 3 feet (sold by height only).....	\$.70	\$ 6.00	\$ 55.00	\$ 500.00
1/2 inch caliper85	7.50	70.00	650.00
5/8 inch caliper	1.10	10.00	95.00	900.00
3/4 inch caliper	1.50	14.00	135.00	1250.00
Two-year buds, 1 inch caliper.....	2.00	19.00	185.00	1750.00

Tangerine and King orange trees on rough lemon and sour orange stocks:

	Each	Per 10	100	1000
2 to 3 feet grade90	8.00	75.00	700.00
1/2 inch caliper	1.10	10.00	95.00	900.00
5/8 inch caliper	1.50	14.00	135.00	1250.00
3/4 inch caliper	2.00	19.00	180.00	1650.00
Two-year buds, 1 inch caliper	2.75	26.00	250.00	2250.00

TEMPLE orange trees, rough lemon and sour orange stocks:

Each	Per 10	100	1000
\$3.50	\$30.00	\$275.00	\$2500.00

TEMPLE orange trees are not sold according to size. No specified grade is promised at time of entry or shipment of order. Trees range in size from 1/2-inch to 2 year buds. The largest trees unsold are reserved against each order as received.

Each and every order for TEMPLE orange trees must be accompanied by signed TEMPLE orange agreement.

Nagami Kumquats, rough lemon stock only:

	Each	Per 10	100
1 year grade	\$1.25	\$11.00	\$100.00
2 year grade	1.50	13.50	125.00

EXPLANATION—The price for single trees in the first column applies on all order for four trees or less; the ten rate applies on orders of from 5 to 49 trees, the hundred rate on 50 to 499 trees, and the thousand rate on 500 or more, all regardless of the varieties ordered and the number of each, except TEMPLE orange trees, on which prices will be applied according to number ordered.

Citrus fruit trees are grown to a height of 27 inches to 30 inches and defoliated and pruned for planting before shipment.

LARGEST EXCLUSIVELY CITRUS NURSERIES IN THE WORLD

Buckeye Nurseries

Established
1880

TAMPA, FLORIDA

THE PARENT TREE OF THE TEMPLE ORANGE

THE photograph of the parent Temple tree from which has been reproduced this engraving was made during the 1919 session of the Florida State Horticultural Society, held in Orlando.

Among the prominent growers shown in the picture, who evidenced their interest in the Temple orange by making a trip to the grove in which the parent tree stands, may be mentioned the following:

Dr. J. H. Ross, C. E. Stewart, Jr., L. B. Skinner,
S. C. Warner, W. J. Krome, Edgar A. Wright, D. S.
Borland, Dean J. C. Glass, H. S. McQuarrie, F. M.
O'Byrne, W. F. Miller, W. S. Hart, Arthur H. Brown,

S. F. Poole, J. W. Sample, R. F. Walker, Louis Geiger,
Fred D. Waite, C. W. Townsend, H. J. Wilmhurst,
A. C. Starbird, L. A. Hakes, J. H. Sadler, S. C.
Inman, E. H. Buffum.



The Temple Orange

A NEW, different, and better variety.

The orange of the future of the citrus industry, by reason of its great superiority.

Different in outer appearance, unique in internal characteristics, and distinctive in flavor.

Attractive and beautiful, superior in eating quality, surpassing in juice content, and unequaled in keeping capacity.

First offered by the world's largest citrus nurseries, which have exclusive rights of propagation and sale.

Sale of trees restricted, so far, to Florida and the South, and the growers of this section will be given privilege of exclusive control of this wonderful orange—orders from California, Cuba, and Mexico have been refused.

This unusually deep color is an exact reproduction of the color of the Temple orange.

The Temple Orange—History and Origin

THE history of this new orange is a simple one, but its origin is a mystery.

When first brought to our attention by the owner, the parent tree was producing fruit of a most distinctive character.

Our tests of the oranges convinced us they were very superior, and our judgment was confirmed by all to whom were sent specimens.

So great was our assurance of the value to the citrus industry of the new introduction that we arranged with the owner for exclusive rights in fruit and budwood.

We informed him that before we could offer the new orange to our customers we must know beyond all question that budwood from the original tree would positively reproduce itself.

Of course, it has taken several years to conduct our

experiments, but these have been most conclusive in their results—trees topworked and budded with budwood of the new variety have been loaded with fruit exactly the same as that on the original tree.

With the records of these experiments demonstrating absolutely that budwood from the parent tree reproduces every characteristic of it, we undertook the propagation of this remarkable orange on an extensive scale and have devoted our energies largely thereto for the past few years.

The parent tree was planted at the same time as the remainder of the grove in which it stands. The fruit is entirely different from that of any of the other trees. It is supposed to be either a hybrid or an exceptionally fine bud variation. The parent tree is twenty years of age.

"The \$10 a Box Fruit"

So enthusiastic are many growers who have seen the Temple orange that they refer to it as "the \$10 a box fruit."

The head of perhaps the greatest fruit auction in the world, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 a box, said he would guarantee \$10 a box for Temples by the carload.

It is admitted by all who have tasted the Temple orange that it is better to eat than any other Florida variety. In addition, it has all the advantages of appearance possessed by even the most beautiful of Florida or California oranges. The combination of fine eating quality and good looks is irresistible to the orange consumer.



*The texture of the
Temple is notable.*

What the Temple Orange Means to Growers

IT is in the possession of the combination of "key" qualities that the Temple orange offers so much to growers who plant trees of it in their groves.

Citrus fruit sells in the first instance on its appearance. It has been by reason of the good looks of California oranges that they became so widely distributed. "Sunkist" suggests outer glories. The Temple is as pretty as any California variety.

But the continued buying of oranges by a housewife depends on their eating qualities. That the Florida product is superior in this respect accounts for the increasing demand. "Sealdsweet" indicates inner goodness. The Temple is better to eat than any other Florida kind.

These two dominant qualities are combined with all the other elements that go to make an orange that

will sell freely and keep on selling. The Temple's season, its thin skin, its keeping qualities—all are added advantages. This new orange offers about everything found in all other kinds.

That's why, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 per box, the head of perhaps the greatest fruit auction in the world said he would guarantee \$10 a box for Temples. That's why every grower who has tried the Temple asks, "When can I get some trees? Book my order for future delivery." That's why the wide dissemination of the Temple orange among Florida growers means a new era of prosperity for them. That's why, in offering the Temple orange to our friends, we feel that we are rendering the citrus industry a service typical of our efforts for its good.



The Temple Described

THE outer appearance of the Temple is made distinctive by a slight ridging of stem.

In shape it somewhat resembles the Florida round orange. It has remarkable uniformity of size, a large percentage running 150's to 176's.

The skin is semi-loose, not so much as with tangerines, but enough to make it easily peeled without soiling the hands. Very thin and tough, the skin is smooth and susceptible of a high polish.

A dark red color gives a most attractive appearance. The perfection of this color is emphasized by comparison with Pineapple oranges, themselves very highly colored fruits. The flavor is "simply wonderful," to quote almost everyone who has eaten a Temple. Aromatic, sprightly, yet melting and sweet, the taste is delicious and lasting.

*The parent tree of the
new Temple orange.*

Why We Selected the Name "Temple"

WHILE "A rose by any other name would smell as sweet," after all, there is a good deal in a name.

When we reached the selection of one for this wonderful new orange, we determined to exercise great care.

A number of names were suggested by members of our business organization and by friends who knew about the splendid new fruit, and all were considered.

From the first, however, it seemed as if one of the names suggested had so much to commend its choice that there was every reason for the adoption of it, and finally it has been selected—Temple, in honor of the lamented William Chase Temple.

In a way, the giving of the name Temple to the new orange was poetic justice, because it was Mr. Temple who first was advised by the owner of the parent tree

as to the splendid fruit it produced, and the former urged him to place the propagation and marketing in our hands.

In a broader sense, the selection of the name appropriately does honor to a man to whom the citrus industry of Florida owes much. For it is largely due to the way in which William Chase Temple backed the Florida Citrus Exchange with his time, money, and influence, that the citrus industry of the state is on a stable basis.

The father of the Exchange, the late Dr. F. W. Inman, we honored by giving his name to the best variety of grapefruit yet introduced. We have had equal pleasure in attaching to the magnificent new orange the name of William C. Temple. These fruits are tribute-monuments to their memory.

Temple Characteristics

THE Temple is better looking than any California orange and better to eat than any other Florida variety.

Uniform and easily separated segments; flesh of a beautiful deep red, tempting to the appetite and pleasing to the eye; abundant juice, evenly distributed; less seeds than in most budded varieties—these are its characteristics.

The Temple is a midseason to late orange. It is in fair shape for market by January but best from February to May, when it can be sold as a “kid-glove” orange, for which the demand never fails.

A great advantage of the Temple is the keeping quality. Both in ordinary fruit-cellars and in cold storage it has made remarkable records in this respect. The aroma and flavor improve the longer the fruit is kept.



Reproduction from the
parent tree of Temple.

Interest of Growers in the Temple

WITH very little advertising, the Temple has become one of the best-known oranges in Florida. As one grower has learned of it, he has told others, and they, in turn, have passed on the word of this remarkable new variety, until the news of its merits has penetrated every section of the citrus belt.

As the parent tree is located but a few miles from Orlando, it was but natural that when the State Horticultural Society met there its members in large number should take advantage of the opportunity to see this tree. A picture showing some of the prominent growers who were in the party which made the trip to the Temple tree is given on page one. In an editorial referring to the meeting, the Tampa Tribune said:

“The session of the Florida State Horticultural

Society in Orlando last week presented an interesting program to a very large attendance. In addition to the discussions there were many subjects of vital interest to growers. The Orlando meeting included a pilgrimage by automobile to the grove of L. A. Hakes, at Winter Park, where visitors were shown the original Temple orange tree, now about twenty years old.

“The Temple orange today is the sensation of the Florida citrus industry, it being declared by many that it promises to be to Florida what the navel orange has been to California. D. C. Gillett showed the visitors reproductions, grown from budwood taken from the Temple tree, which carried all the dominant Temple characteristics, including the remarkable Temple color, texture, and aroma. The new orange is named in honor of the late William Chase Temple.”



Expert Opinions

MR. J. C. CHASE, of Jacksonville: "The Temple's color will attract the eye and the splendid eating qualities bring about a large demand."

Mr. Edgar A. Wright, Editor *Florida Grower*: "The Temple is thin of skin, can be peeled like a navel or a tangerine, and eaten out of hand by breaking segments apart; has few seeds and almost no rag."

Mr. L. B. Skinner, of Dunedin: "I am glad to bear testimony to the great merits of the Temple orange. It is in a class by itself and has many points to recommend it to the man who is planning a grove."

All three of these gentlemen have planted the Temple in quantities.

The Temple orange has a desirable shape.

Sales of Temple Trees Confined to the South

A UNIQUE feature of the sale of trees of the Temple orange by Buckeye Nurseries is that it is confined to the South.

The decision to make this territorial restriction is an expression of the appreciation of Buckeye Nurseries for the splendid support they have received from the citrus industry of the Gulf Coast.

As a practical matter of dollars and cents to the growers of Florida and the South, it is difficult to overestimate the value of this plan of exclusively selling Temple trees, so much does it mean to the citrus growers of this section.

California long has had two advantages over the eastern citrus belt, in the beauty of her Valencia oranges and the fact that her navels could not be competed with by fruit of that variety grown elsewhere.

The new Temple orange is just as attractive to the eye as any strain, and its eating qualities are superior to those of any other variety, no matter where grown. The fact that for many years at least fruit of the Temple will be marketed only from a restricted area, places the growers of the Temple in a favored position.

No longer than the coming into bearing of the Temple trees recently planted and soon to be planted, will consumers buy competitive oranges because of their better appearance when compared with fruit from Florida and other Gulf Coast states. And as these Temple trees produce the oranges that their owners will market so profitably, because of beauty of outward appearance and inward deliciousness, the Temple will revolutionize the orange industry.



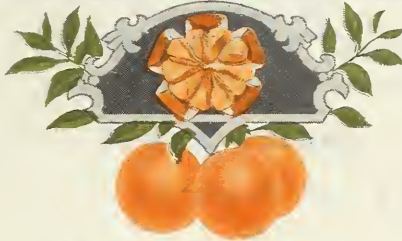
ESTABLISHED 1880

Buckeye Nurseries

INCORPORATED
CITRUS FRUIT TREES

INTRODUCERS OF THE
TEMPLE ORANGE
TRADE MARK
REGISTERED IN U.S. PATENT OFFICE

M. E. GILLETT PRESIDENT.
D. C. GILLETT V-P & TREAS.
GEO. R. MCKEAN SECY. & MGR



OFFICES
8TH FLOOR CITRUS EXCHANGE BUILDING
TAMPA, FLA.
NURSERIES
WINTER HAVEN, FLA.
CABLE ADDRESS
"GILLETT" TAMPA

TAMPA, FLORIDA

November 10th.
1922

Dear Sir:

The lure of the orange is the magic attraction which brings people to Florida.

The Citrus Industry is the back-bone of Florida's wealth and prosperity.

The growing of Citrus Fruits is a profitable business.

You are interested in Florida. Are you going to plant any trees this year? Your attention is invited to our catalogue and price list herewith. We would feel favored if permitted to supply your citrus fruit tree requirements.

Plant dependable trees if you want to be independent.

We place quality above cost. The grower of choice fruit is the man who makes the money.

The TEMPLE orange is a proven factor and we repeat what we said at the time of its introduction -- it is destined to revolutionize the Citrus Industry.

Yours very truly,

BUCKEYE NURSERIES

A handwritten signature in blue ink, reading "D. C. Gillett". The signature is written in a cursive style with a large, flowing "D" and "G".

DCG-GCS

V i c e - P r e s i d e n t

P. S. - - Put your idle land to work.

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS



OFFICE OF THE DEAN

THE UNIVERSITY OF CHICAGO
CHICAGO, ILLINOIS

1925

TO THE HONORABLE THE SENATE
OF THE UNIVERSITY OF CHICAGO
CHICAGO, ILLINOIS
I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the proposed amendment to the Constitution of the University of Chicago, and to inform you that the same has been referred to the Committee on the Constitution, which committee has the honor to report to you that it is in favor of the adoption of the same.

Very respectfully,
The Dean

THE UNIVERSITY OF CHICAGO
CHICAGO, ILLINOIS

INTRODUCERS OF THE
TEMPLE ORANGE
TRADE MARK
REGISTERED IN U. S. PATENT OFFICE

ESTABLISHED 1880

BUCKEYE NURSERIES

INCORPORATED
CITRUS FRUIT TREES

CABLE ADDRESS "GILLETT" TAMPA

TAMPA, FLORIDA

November 10, 1922

OFFICES
8TH FLOOR
CITRUS EXCHANGE BUILDING
TAMPA, FLA.

NURSERIES
WINTER HAVEN, FLORIDA

M. E. GILLETT,
PRESIDENT

D. C. GILLETT,
V. P. & TREAS.

GEO. R. MCKEAN,
SECTY. & MGR.

Dear Friends of Florida:

Surely, Florida is about to come into her own.

Have you had occasion to read the accompanying advertisement appearing in the Florida press by such banking institutions as the Atlantic National Bank of Jacksonville, the largest National Bank of Florida, with more than \$20,000,000.00 deposits?

The citrus industry is that source from which our blessings primarily flow. It is the back-bone of the State. Its ramifications reach into every corner. Directly or indirectly the citrus industry and its affiliations pay more than 80% of our total taxation.

Did you ever hear of any one coming to Florida to raise hogs? Of course not. Ohio, Indiana and other out of State citizens come to Florida primarily with the desire to produce oranges or grapefruit. The tourist comes here because of the citrus environment. It may be true that when he arrives he will engage in other lines, as many have done, and with profit -- but after all the citrus industry played an important part in his coming.

In the past, it may be said that the citrus industry has survived in spite of our banking institutions for unfortunately some of the bankers of Florida have not looked upon our industry as substantial or deserving of encouragement or credit. This in a way -- has been true, but of recent years the industry has become established to such an extent that it is now on a firm and sound basis and has passed through the doubtful period. It should be safely regarded as a basis of credit and should receive the sympathetic support and encouragement of the financial institutions of Florida.

During the past few months other banks have carried advertisements of a similar nature. We know you will welcome the support the banks are now giving the industry and expressing the firm belief that Florida's future is brighter than ever -- and that she is on the verge of a greater prosperity, we are,

Yours very truly,

BUCKEYE NURSERIES,



DCG:GCS

Vice-President.

A Crop That Adds

An Annual Revenue of

\$45,000,000 to Our State

Florida Oranges and Grapefruit

From small beginnings the citrus fruit industry of Florida has grown to be of foremost importance to the State.

The pioneer planters of citrus fruits, persevered in the face of discouragements, survived disasters, and by patience, prudence and determination surmounted the many difficulties that always beset initiative in industry.

Final success has been attained by these pioneers through wiser choice of grove locations, greater care in the selection of nursery stock, better means of cultivation; closer attention to spraying, the planting of standard varieties of grapefruit and oranges and—improved and organized methods of marketing.

The superior flavor, the extreme juiciness and the careful grading by the packers have made Florida oranges favorites with many buyers and a multitude of consumers.

During the season of 1921-22, approximately 4,440,000 boxes of grapefruit and 8,888,000 boxes of oranges were shipped out of Florida and sold at satisfactory prices. This crop contributed over \$45,000,000 to the money wealth of the State.

Florida is practically the only State in the Union where grapefruit is grown to perfection. Formerly considered a luxury, this popular fruit has steadily grown in favor and is now the accepted fruit on the breakfast table of the nation.

Through the efforts and initiative of the Florida Citrus Exchange, a co-operative, non-profit making, marketing organization of the growers, Florida grapefruit this year was introduced in London, England. The success of this important step is forcefully indicated by the following extracts from a letter received by the Atlantic National Bank, from Mr. A. W. J. Donaldson, London representative of the National Bank of Commerce, New York City:

"GRAPEFRUIT: The principal source of imports into this country are Florida, Cuba and Jamaica, of which the first is by far the most important.

"The possibilities of the development of the trade between England and Florida are good and are growing. Last year the Florida Citrus Exchange commenced advertising citrus fruit in this country, and their efforts to develop the market have benefited the trade generally as well as themselves in particular. The main activities of this Exchange are devoted to the creation of a market in England for the larger sizes of fruit which are not so readily disposable in the domestic markets as the smaller kinds.

"The growing season for citrus fruit is from December to May, while the British demand really starts after May under the influence of the increase in the number of tourists, especially Americans, during the London summer season.

"In the London market the large fruit was selling last year at from 30 shillings to 35 shillings per box of 46's, 54's and 64's. There was little or no small fruit on the market, and it is the general opinion amongst importers that the trade would have gone better had there been some smaller sizes available as this would have enabled retailers of lesser importance to offer the general public a smaller fruit at a lower price. Unfortunately, last year, a considerable quantity of citrus fruit arriving late in the season was found to be in a bad condition and had to be repacked, and it is thought in the London market that, with the exception of the first few consignments, all fruit in future should come in refrigeration.

"No statistics are available, but it is understood that the demand this summer has been considerably larger than that of last, and certain firms are now endeavoring to develop trade with the provinces by sending from London to the larger provincial towns amounts of from 5 to 20 cases according to the requirements of the local demand.

"If it were possible to hold fruit in cold storage on the other side and to ship over here for the season, the possibilities of this trade appear to be very encouraging."

Increase the Plantings of Citrus Trees

The introduction of Florida grapefruit in London is only an earnest of the English and European outlets for these Florida products. The call to plant more grapefruit and orange trees is urgent. It should be heeded. There is no danger of an over-supply of fine fruits.

The following is an extract from the Florida Citrus Exchange October Bulletin to Florida Banks: "The outlook for the Florida citrus grower is very bright. There is a strong demand for good fruit. Prices are satisfactory and the packing house managers report that the expense of preparing for market will be a little less than last season."

The demand for choice and fancy Florida oranges and grapefruit has always been greater than the supply. It always will be. The "best" finds a ready market. It is the mediocre that lacks purchasers.

Enlarge the Markets for Citrus Fruits

Florida's greatest service to the nation and to the world is by means of her healthful food products. The permanent prosperity of Florida depends to a large extent upon the profitable disposition of such products.

Advertising must be extensively and intelligently employed in the task of building up consumer demand that will insure producers adequate returns on their capital, and for their labor. Much has already been accomplished, and the success of the past and present, assure a greater future for the industry.

America eats more oranges and grapefruit right now than ever before. New uses are made of citrus fruits every day. Our population is rapidly increasing. New marketing centers must be opened and supplied with our superior Florida products. Make these products known in the markets of the nation and world, and the increased consumption will make it worth while.

A Vision of the Future of Florida's Food-fruits

At present Florida's citrus crop is estimated in boxes. We foresee the time when it will be computed by carlots and shiploads—when it will take nine figures to express its value in dollars. Think what this will mean to the wealth and prestige of our State.

We can vision the not far-distant time, when fast freight trains, made up exclusively of refrigerator cars filled with Florida citrus fruits, will daily speed over the rails toward every important market center of every State—when fleet, specially built steamers, with refrigerator compartments, loaded with our food-fruits, will sail from Jacksonville weekly, even daily, direct to London, Liverpool, Glasgow, Queenstown, Belfast, Havre, Cherbourg, Calais, Brest, Bordeaux, Amsterdam, Bergen, Stockholm, Copenhagen and other important British and European ports. And this vision will be hastened and realized when growers, packers, markets and shippers catch the spirit of enterprise and work it out by united effort and earnest co-operation.

Let's
Go!

Let's
Go!

The Atlantic National Bank

CAPITAL AND SURPLUS \$1,600,000

Jacksonville, Florida

On Savings Accounts we pay interest, compounded quarterly, at the rate of 4 per cent a year

AS RELATED IN THE PRESS

FLORIDA'S CITRUS FRUITS ABROAD

Editorial from the Orlando Sentinel, Orlando, Fla., of Oct. 20, 1922.

It is to be hoped that every one engaged in the citrus industry in this state noted the full page advertisement of the Atlantic National Bank of Jacksonville on the twentieth page of yesterday's edition, entitled "A Crop That Adds an Annual Revenue of \$45,000,000 to Our State." The encouraging prospects of a future almost world-wide extension of the demand for that crop should stimulate every grower to enlarge his plantings.

The success that has attended the enterprise of the Florida Citrus Exchange in introducing the grapefruit to the attention of the British public is attested in a letter from London, extracts from which are reproduced in that advertisement. The same almost phenomenal success will attend its introduction in every other European market. The grapefruit, by its unique flavor and beneficial effects upon the human system, advertises itself wherever it is eaten. There is a demand in England for the smaller sizes which has not been met, but it was the fact that the sale of the larger sizes in this country lagged behind that of medium and smaller sizes that suggested this experiment with the English market, if we remember rightly.

The same correspondent, mentioning some shipments that arrived "wasty" late in the season, remarks that "if it were possible to hold fruit in cold storage on the other side and ship here for the season, the possibilities of this trade appear to be very encouraging." Experiments by the United States department of agriculture have shown that grapefruit can be kept in cold storage for at least several months and actually improves in flavor in such case. Add refrigerated ships to take this cold storage fruit over and the British public may have a fruit that is better than when it left the grove.

Florida has practically no rivals in the production of grapefruit and should command the world's markets for it. Her oranges are the juiciest and sweetest produced anywhere. The time is in sight when Florida's leading industries will be citrus fruits and sugar. And at some time in the not far distant future they will bring more money into the State than all her industries combined do today.

—Jacksonville Times-Union.

Eustis Lake Region, Oct. 18, 1922.

Mr. and Mrs. W. J. Willingham have purchased the handsome Huntley home in Tavares and will make this their future home. Some years ago they owned the grove still known under their name. They reinvested in South Florida, but sold out and returned to their first love. The grove they sold, located between Tavares and Lane Park, was offered for sale by the new owner for \$100,000 a couple of years ago, and he has refused \$250,000 this season. C. M. Willingham, their son, owner of a large lumber concern at Chattanooga, is also interesting himself in Lake county property.

KENDRICK TRADES HIS SANS SOUCI THEATER FOR BOLING'S GROVE

Tampa Tribune, Nov. 9, 1922

The Sans Souci theater block on Seventh avenue, near Fourteenth street, Ybor City, has been traded by Harney Kendrick, well known local contractor, for the sixty-five-acre bearing grove, valued at \$180,000, of W. A. Boling, located between Winter Haven and Haines City. Announcement of the trade was made yesterday by J. F. Metz and Ira Cox, realtors, who conducted the negotiations.

Mr. Boling, according to the realtors, will rename the old Sans Souci building, calling it the Boling block, and will immediately start work on making it one of the most modern structures in Ybor City. Details of the reconstruction and the renting of the new quarters will be in charge of the realtors.

One improvement that is proposed is the addition of another story to the building, and fitting up the second and third stories as a modern hotel and rooming house. Store rooms on the first floor of the building will also be renovated.

Mr. Kendrick plans this year to take active charge of the Boling grove in Polk county, which consists of sixty-five acres of fruit land and thirty-two acres of bearing trees, which are this year laden with a fruit crop estimated in value between \$18,000 and \$20,000.

R. SNELL GROVE IS BOUGHT FOR \$175,000 BY F. H. CALLAHAN

Winter Haven Chief, Oct. 20.

Another large grove sale was consummated recently near Winter Haven. The R. W. Snell grove was sold to F. H. Callahan, of Lakeland. The price paid by the purchaser was \$175,000. On the trees at the present time it is estimated by good judges that there is at least 25,000 boxes of fruit, mostly Valencias that go with the grove.

The original grove was planted and raised by W. C. Bently, of Winter Haven, and consists of about fifteen acres of 25-year-old trees. Later several other units were set until the present grove consists of 53 acres. It is considered one of the best located and best producing properties in this section.

Mr. Bently sold the grove several years ago to D. B. Van Horn, who in turn sold it to Ray Snell in 1917, since which time he has owned and cared for the property.

There is a fine residence and other buildings and splendid lake protection. A few years ago a sale of this magnitude would have been the talk of the town for weeks, but they are becoming so common in the ridge section that they get only passing mention. Capitalists are seeking the larger groves for investment. The prices are now gauged more on an income basis than they were in the old days and consequently are advancing by leaps and bounds.

GOLD MINES IN FLORIDA

Times-Union, Sept. 7.

Five years ago Floridians heard about orange groves selling in California for \$5,000 per acre. To some this seemed like a Mother Goose story, to others, as the highest pinnacle of development. And, yet, we find today 10 and 12-year-old groves selling at from \$3,000 to \$4,000 per acre, and numerous deals on matured groves at \$5,000 per acre.

In Volusia county, F. W. Bredow bought a 10-acre grove, after the 1917 freeze, for \$3,000. His total crop of fruit of this year brought him approximately \$17,000. His last two carloads of fruit shipped this year netted him \$7,103.35; or \$8.35 per box on the tree. Mr. Bredow lives at Glenwood, and has auction sheets to show in corroboration of this statement.

In 1918, a Hollander, newly arrived from the old country, bought a 10-acre grove in Polk county for \$16,000. Many observers concluded that the real estate men got him good and proper, as the grove was only eight years old at that time. And yet, this year's crop, over 6,000 boxes, could not be bought from Mr. VanBerkum for less than \$15,000 on the tree.

In 1917, a certain widow, in Polk county blankly refused to spend more than \$500 per annum on her 10-acre grove, and sold it for \$6,500 to a party recently arrived from the North. This same purchaser, Mr. Hecker, refused, a few weeks ago, \$35,000 for this grove. His net income from this property, since the date of purchase, has been close to \$35,000. Due to the increased value, and the revenue from this property, the last-named party is correct in assuming that his original investment of \$6,500 has netted him to date approximately \$60,000 or close to 1,000 per cent. in six years.

This is not "wild-cat oil advertising," nor an endeavor to sell "gold mine stock," neither a "Ponzi exchange scheme." Just plain facts about the State of Florida and its citrus industry.

It is to be noted that in each of these instances the parties concerned are persons who believe in doing things efficiently. They believe in spraying; they believe in frost protection; and above all, they believe in close personal supervision of their property.

SEASON'S RECORD ORANGE PRICE SAID TO BE \$10 A BOX FOR 200 BOXES FROM SPINKS' GROVE IN LAKE HARRISON REGION

Tampa Tribune, Nov. 4.

TAVARES, Nov. 4.—(Special).—The record price for oranges for the 1922-23 season was paid to Z. Spinks who sold from his grove on Lake Harris, 200 boxes of Temple oranges for \$10 per box, cash on the depot platform. Mr. Spinks has one of the largest bearing Temple groves in the State.

He also sold this week to Fred Pine & Co., for \$65,000, one of his groves on Lake Harris adjoining Howey. There are 70 acres in the tract, of which part is in old grove, part in new grove and the balance citrus land.

What Growers Say

A. F. WYMAN, Bradenton, Florida:
 "The size, color, and excellent eating quality of the Temple orange should make it a success."

Mr. and Mrs. L. A. Moore, Stemper, Florida:

"We find the Temple first in every respect of any orange we have ever eaten and consider that it will stand beyond comparison with every other variety."

Eugene O. Fechet, Eustis, Florida:

"In density, flavor, appearance, and in every quality a perfect orange should have, the Temple is simply beyond all comparison. My young trees of it have grown twice as fast as Pineapple oranges planted at the same time."



The Temple is of the "kid-glove" type.

For Our Protection and For Yours

EVERY order for trees of the Temple orange contains a clause binding the purchaser of the trees not to dispose of budwood from them.

This agreement is both for your protection and for ours. We regard it of just as much importance, if not more, from your standpoint as from ours, and believe you will agree with us.

If the propagation and distribution of trees of this new orange are not confined to a single dependable and responsible channel, all sorts and kinds of strains of Temple oranges will be offered within a few seasons.

The fruit of some of these strains, if indeed not that of all of them, except the original from Buckeye Nurseries, will be inferior, and when this poorer stuff is marketed under the Temple name it will have a tendency to lower the prices offered for true Temple oranges.

By the restrictions we are placing on the sale of Temple budwood, we are endeavoring to, just as far as possible, protect our customers against this condition. You know that the fruit of the true Parson Brown or Pineapple oranges, for instance, does not sell as well as it would if there were none of the false strain in the market. It is important to you that there be only genuine Temple oranges offered.

This agreement providing against the sale of budwood also is for our protection against unfair competition. We not only paid a large sum of money for the original Temple tree, but we have been at great expense in thoroughly testing out this fruit and reproducing it and in propagating trees under conditions which assure us that they are healthy, true to name, and in every way first class.



More Temple Praise

W F. GLYNN & CO., Crescent City, Florida:
 "The sample of Temple orange was of fine flavor and weight."

Cleveland-Florida Grove Co., Cleveland, Ohio:

"It is the sweetest and the most delicious of any orange we have tasted, thin-skinned and peels easier than the ordinary oranges—in our opinion the Temple has all the advantages the Buckeye people claim."

John Kendig, Philadelphia (owner grove in Marion County, Florida):

"The color of Temple is high; the skin smooth; size good. It peels as easily as a tangerine; the segments part easily; the fruit is full of juice, and the flavor is exquisite. I am having a number of trees of the Temple planted in my grove, formerly owned by the discoverer of the Pineapple orange."

Temple trees are prolific bearers.

Beware of All Non-Genuine Temple Trees

THE explanation of our sales plan on Temple orange trees, as given on the preceding page, will make it clear to every reasonable man and woman that the genuine stock can be procured only from Buckeye Nurseries.

And yet we have no doubt that trees of other varieties of oranges will be offered to the public under the Temple name, with the intent to do us harm and to deceive the growers who may be persuaded to purchase them.

Whenever any effort of this kind to trade on the name and reputation of the Temple orange, as covered by our contract and property rights in the premises, comes to our attention, vigorous steps will be taken for the prosecution of the guilty persons.

Any satisfaction we may obtain at law under the

circumstances will be more of a moral victory than otherwise, whatever the damages that shall be awarded to us, since the greater harm already will have been done in the sale of trees of inferior varieties to certain growers.

We urge our friends and customers to protect themselves by refusing positively to buy trees alleged to be of the Temple orange from any source other than Buckeye Nurseries or one of their authorized representatives, and by ceasing to deal with any person or concern falsely alleging to supply Temple trees.

We are propagating trees of Temple just as rapidly as we can, consistent with the well-known Buckeye standards of quality. Get in your orders early and we will make every effort to fill them. Should we be unable to supply you, better book now for another season than risk non-genuine trees.

Other Oranges

WHY, if the Temple orange is all that we claim for it, do we offer to growers trees of other and probably inferior varieties?

Because, for one reason, if everybody should wait for their future plantings until we were able to supply Temple trees, it would be years and years before we could do so.

It would be unfortunate to arrest the further development of the citrus industry of Florida, as would be the case if all future grove-making were with trees of Temple, pending the capacity of Buckeye Nurseries to supply them.

It would, of course, be a deserved compliment to the Temple orange if this were done, but the resulting loss to the growers would reach such proportions as to make the adoption of such a policy unwise and unfortunate. The preferable way will be to plant Temples as freely as possible, then trees of other good varieties.

(Concluded on page ten)

*Fruit and trees,
Pineapple orange.*

The Citrus Industry of Florida

DURING the first ten years of its history, the Florida Citrus Exchange returned to growers who shipped their grapefruit and oranges through it, in excess of thirty-three millions of dollars.

As it is estimated that in this period the marketing agency mentioned handled not to exceed one-fifth of the citrus fruits produced in Florida, the total income of the state from this source for the ten years was between one hundred and sixty and one hundred and seventy million dollars, assuming that as good prices were secured by growers who sold their crops through other channels.

In a recent public address by Dr. Louis A. Bize, president of the Citizens Bank and Trust Company of Tampa, the foremost financial institution of South Florida, detailed figures were given, estimating the

total value of the citrus crop of the state for the same ten-year period at \$156,557,880.00 and showing that there was an increase between 1909-10 and 1918-19 from \$8,174,000.00 to \$34,850,000.00.

Making due allowance for the fact that the prices received by some growers may not have been as good as those secured by the ones who marketed their crops coöperatively, certainly there is every reason to believe that in the past decade Florida citrus-fruit producers have raised and sold one hundred and fifty million dollars worth of grapefruit and oranges, and that during the last year of these ten years their returns were at least thirty millions.

It is a most significant fact that the period of ten years under discussion covered several seasons of poor crops and others of low prices, both due to abnormal



Other Oranges

(Concluded from page nine)

THERE are other good reasons why it will be found wise to continue planting of the other proved and popular varieties, even after the time, several years hence, when there is an ample supply of Temples to meet all demands.

Taste is a fickle, indefinite thing, varying widely with individuals, and wonderful as are the flavor and good qualities of Temple, it is quite reasonable to suppose that there always will be people who prefer other varieties of oranges.

Each of the varieties with which the consuming public has become familiar will continue to be in demand as long as oranges are grown.

*Color and texture,
Pineapple orange.*

The Citrus Industry of Florida—continued

conditions. Yet, according to Dr. Bize's figures, there was no year of the ten in which the money paid to Florida citrus-growers for their fruit amounted to less than \$7,500,000.00. This minimum was in a year when the total production of the state was only about fifty per cent of normal.

With such a record as this, it is little wonder that in Florida the citrus industry has come to be regarded as one of the soundest and most substantial business interests, both from the standpoint of investment safety and operating profits. Today, well-located and well-kept grove properties sell readily at from one to two thousand dollars per acre. A record sale is

that of a ten-acre grove in a particularly favored section for \$35,000.00, or at \$3,500.00 per acre. Verily, the citrus industry of Florida is on a firm foundation.

The present very satisfactory condition of the citrus interests of Florida is a source of great gratification to the proprietors of Buckeye Nurseries, who have been consistent, insistent, and persistent in their faith in the ultimate development of these to the high estate they now hold. The part played by Buckeye trees and by Buckeye methods in the upbuilding of citrus Florida encourages the owners of Buckeye Nurseries to redoubled energy in future work for the expansion and further success of the chief industry of their state.



Pineapple Orange

THE PINEAPPLE variety of orange derived its name from the similarity of bouquet with that of the pineapple.

Before it was named, a grower in central Florida, on raising the covering from a box of this fruit, remarked: "They smell like pineapples." From that time this favorite kind has been known as the Pineapple orange.

The tree is strong and vigorous, symmetrical in shape; the fruit is from medium to large, and easily distinguished from any other variety in that the color is deep orange, with a reddish tinge when fully ripened and ready for market.

(Concluded on page twelve)

*Interior of fruit,
Pineapple orange.*

The Future Outlook

THAT the future of the citrus industry of Florida is just as promising as the past history and present condition are reassuring, must be evident to every person who makes a thorough investigation.

The future is rendered of a dependable nature by the experiences of the past. These show that in Florida the citrus business possesses a stability that gives it permanence and permits the formulation of plans for development with assurance that these may be carried out.

There no longer is any question as to the superiority of Florida grapefruit and oranges. Admission to this effect is now more or less freely made by producers in

other sections. The claim may still be put forth that the fruit grown in certain states is prettier than that raised in Florida. Even this advantage will be no longer held elsewhere after the Temple orange comes into its own as an example of what Florida really can do.

The more general knowledge of the merits of Florida fruits now possessed by the consuming public, as a result of the advertising of them that has been done in the past few years, goes a long way in the direction of the volume of demand required to maintain prices on a profitable level. There is now no doubt but that this effective educational work will be carried on hereafter even more aggressively, so that there is



Pineapple Orange

(Concluded from page eleven)

THE PINEAPPLE orange is very handsome and attractive in appearance. In flavor it ranks with the choicest and best, being sweet, rich, and rather spicy. The flesh is firm and of fine grain, and the juice is abundant.

The Pineapple is classed among the midseason varieties of Florida oranges. It is mature about January 1, and can be kept on the tree until February and early March. It is a fine shipper, and on account of its many excellent qualities it generally commands top prices in the markets of this country. Buckeye Nurseries recommend a generous planting of the Pineapple orange, to cover the period between the ripening of Parson Brown and the late varieties.

*The free fruiting of
Pineapple orange.*

The Future Outlook—continued

ample reason to count on such a call for Florida grapefruit and oranges as it will tax the capacity of the state to supply.

These Florida fruits are not any more regarded as luxuries. The wonderful health-giving qualities they possess have been so clearly demonstrated as to cause them to be considered as necessities to all who are concerned in building and maintaining mental and physical vigor. Scarcely less completely has there been established the food value of citrus fruits, and from the present time there may be confidently expected a rapidly increasing use of them in substantial as well as in fancy dishes.

All in all, Florida will have a task of no small magnitude in furnishing the quantities of grapefruit and oranges that the future consumption of them will

require. As has been so often pointed out, the limited area in which Florida fruits can be brought to perfection is a safeguard against over-production. Within this territory, the planting of citrus is the safest of any agricultural or horticultural operation offering anything like corresponding opportunity for profit.

Buckeye Nurseries have never hesitated in their belief that the future potentialities of the citrus industry of Florida would be fully taken advantage of by the bright and able men and women engaged in it. That there is today such positive evidence that such will be the case simply confirms and renews this conviction on the part of the owners of Buckeye Nurseries and they pledge their coöperation with all that tends to the future greatness of Florida grapefruit and oranges, both in their propagation and marketing.



A Few Varieties

BUCKEYE NURSERIES during the past few years have concentrated upon the propagation of a few time-tested varieties of oranges in anticipation of the time when all the growers of Florida will not consider any other than half a dozen kinds. There are upward of one hundred varieties of oranges, but the line of demarcation is so slight that a great majority of them have been eliminated.

The test of years has centered upon the best varieties with marked distinctions. These are the early kinds, the midseason varieties, and those proved to be best for the late spring and summer seasons. Then, too, attention has been given to soil and climatic conditions, quite important factors.

*Fruit and branches,
Valencia Late orange.*

The Way to Success

BACK of every success in life is the intelligence and will-power of the person who has attained it. The former enabled that person to avoid mistakes and to take advantage of favoring conditions; the latter helped him to persist under any discouraging conditions which may have developed, finally overcoming all obstacles.

Citrus success is in no degree differently attained. In the first instance and in the final analysis, the personality of the man or woman undertaking to bring it about will be the deciding factor. The story of the successes already achieved is full of inspiration and assistance for those who take up citrus culture with the determination to make good.

It is to briefly epitomize the methods and means which have contributed most to the success of the

citrus-growers of Florida that the Buckeye Nurseries catalogue is issued at intervals. Much of the material which constitutes its contents is from the grove experiences of the owners of Buckeye Nurseries. The remainder represents the observations of their forty years of close and intimate association with the citrus industry of Florida.

The foundation of a successful grove is the trees with which it is planted. If these do not possess stamina, health, and vigor, if they are not true to name and of the proper varieties, all the labor and all the outlay of the owner will fail of giving a result such as he is entitled to have. Because of the importance of the trees, the first emphasis in this book is laid upon their quality, just as it is and ever has been in the practice of Buckeye Nurseries.



Valencia Late Orange

OF all the late varieties this is generally conceded to be the very best. It is ripe and ready for the market at a time when practically all other Florida oranges have been disposed of, and before the California fruit of the same name is ready to ship.

The Valencia Late orange cannot be too strongly recommended for future planting. The tree is a very rapid grower and is exceedingly prolific. The fruit is popular in size, and it is firm up to the last of shipping-time. The flesh is deep red, deliciously flavored. The many good qualities of Valencia Late have caused it to be increasingly profitable to growers, and its popularity with them has grown in proportion.

(Concluded on page fifteen)

*Color and texture,
Valencia Late orange.*

The Way to Success—continued

With good, thrifty trees assured, there will arise for consideration the location of the grove, the methods of planting, the means of after-care and cultivating, and a number of problems, the solution of which arrived at by the planter will have a great deal to do with his success. Most of these matters are touched on in the following pages, generally and specifically, in such a way as it is believed and hoped will be found of interest and value to every reader.

The extent to which what is said herein will be helpful in a practical way will be determined by the ability of the reader to measure, weigh, and apply to his or her peculiar conditions and needs. To those with the capacity to consider these pages as a guide for thoughtful planning rather than as rules to be fol-

lowed without variation, this catalogue will be of the largest service.

And the purpose of the book is to serve in just that manner. The interest of Buckeye Nurseries and their owners in the trees they produce and sell does not end—or even flag—with the nursery rows. On the contrary, it extends as far and exists so long as there is opportunity for them to give the purchaser any assistance in making his grove investment a profitable undertaking. The desire on the part of the owners of Buckeye Nurseries to render helpful service to growers who have planted their trees has led them to devote much time to study of marketing methods as well as of cultural practices, the results of their work in these connections being briefly summarized in the following pages.



Valencia Late Orange

(Concluded from page fourteen)

FOR quality and quantity of juice, there is no fruit to compare with the Valencia Late except the Temple orange. The future citrus industry of Florida will see the Valencia Late popular and constantly increasing in favor. It is a fruit that will always sell well and prove remunerative to the grower.

The Valencia Late is ready for market March 15 to April 1, and can be held until late May or early June. It is a general favorite among Florida citrus-growers because it can be depended upon as a good fruit for late shipments. Many of the record returns have been from this fruit. In fact, most of these have been on Valencia crops.



*Interior of fruit,
Valencia Late orange.*

The Selection of Trees

WHETHER intended for the planting of new groves or for replacements in old ones, trees should be of known dependability, and the buyer ought to be fully assured regarding the responsibility behind them.

Buckeye Nurseries have been producing trees that proved satisfactory, for forty years. Under Buckeye methods there are supplied trees with a root-age of twelve to eighteen months more than the average but at prices little, if any, higher.

In Buckeye Nurseries there are used three kinds of stock—rough lemon, sour orange, and trifoliata. The long experience of Buckeye Nurseries has confirmed their owners in the belief that rough lemon is the best stock except under certain special conditions. Rough lemon is native to Florida—as well as to the

West Indies—is resistant to disease and specially adapted to light or sandy soils for quick results and heavy crops. Trees budded on rough lemon generally bear earlier and more abundantly than those on other stocks.

The sour orange is a wild seedling, also native to Florida. In hammocks and in all soils freely supplied with moisture, trees budded to sour orange stock do very well. Its root-growth is abundant, it resists disease, it is hardy, and it will withstand a wide range of temperature. Buckeye Nurseries yearly produce hundreds of thousands of trees with sour orange as the foundation stock—selling them to growers whose conditions make it advisable for sour orange to be planted.

Hardest of all the varieties of the citrus family is



Tardiff, or Hart's Late Orange

THE TARDIFF, or Hart's Late, is one of the oldest of the well-defined strains of Florida oranges. It is stated by some authorities that Hart's Late is really the Valencia Late of California. If so, the Golden Gate state certainly owes Florida and Colonel Hart a debt of abiding gratitude.

The fruit of the Tardiff is medium in size, from round to slightly oval, with very smooth skin and decidedly solid and heavy. The juice is abundant, acidity and sweetness being admirably balanced. The center contains very few seeds and the juice content is considerably above the average of the generally juicy Florida fruit. The trees supplied by Buckeye Nurseries are true strain.

*Glimpse of Grove,
Valencia Late orange.*

The Selection of Trees—continued

the trifoliata. It reaches its highest development in a comparatively cold climate and has been known to withstand temperatures below zero. Buckeye Nurseries do not bud a great deal to this stock, because they have found it less desirable than rough lemon or sour orange for the greater part of citrus Florida. On the other hand, trifoliata-rooted trees are especially adapted to the localities where only Satsuma or other hardy oranges can be grown.

No citrus tree should be permitted to fruit before it has attained the age of seven years from the seed. The tree cannot be expected to show greater strength than its root system. A good, strong orange bud on a four-year root will produce a fair crop the third year but cannot be depended on to yield heavily until the fourth or fifth year. Grapefruit trees, growing more

rapidly, frequently bear heavy crops the third year. The age of the root counts rather than the price of the tree.

In Buckeye Nurseries, seed is sown in beds, laid off in rows. Frequent cultivation is given the plants and every care taken to produce strong root-systems. When trees are one year old, they are transplanted to the nurseries proper, in rows wide enough to permit free cultivation. Here they remain two full years before they are budded. In budding, the budwood is cut from specimen trees absolutely true to name. These methods give results which justify the phrase "Buckeye trees bear." They have so completely justified themselves in practice that few if any growers familiar with Buckeye trees now will be satisfied with any other, even at lower prices.



The Difference Between Trees

TWO trees may be of equal size, yet one represent many months' more growth than the other. They may look equally hearty and healthy, yet one may have disease in concealed form from which the other is free. And, of course, the grower must await the fruiting period before he can know positively that the trees are of the varieties ordered.

Obviously, the planter of trees who wants the full worth of his money will be governed in making his purchases by the business history, horticultural experience, and general reputation of the various concerns seeking his order. The most searching investigation always has been courted by Buckeye Nurseries.

*Fruit and tree,
Lue Gim Gong orange.*

Locating the Grove

THERE are splendid grapefruit and orange lands in almost every section of citrus Florida. The soil and other conditions vary, of course, and by no means all the land in any vicinity is adapted to citrus culture.

The prospective grove owner should select the location for his plantings in person if possible; otherwise through personal friends in whom he has complete confidence. Low-priced land seldom is the cheapest in the end—the proximity of transportation facilities as well as other advantages and disadvantages are points that always should be considered.

Be sure, first, that you are getting good land for your purposes, properly located. Then you may well negotiate to secure a price on it that is reasonable, all things considered. But don't make the mistake of

buying a tract just because it is offered you at a low price. That is just as serious an error as to purchase trees about the quality of which you know nothing, on account of some alleged bargain offered you in them.

Some varieties of grapefruit, oranges, etc., will be found adapted to almost any of the good soils of the citrus section of Florida; certain ones take most kindly to the high pine lands; others are at their best in the high hammocks, while yet others will thrive in low hammocks, flatwoods, and prairies. In selecting a grove location keep in mind the kind of fruit you expect to raise.

The greatest obstacle to a good grove is any obstruction of the development of the root-systems of the trees. Standing water is the most harmful, yet citrus trees do not object to moisture if the surplus is in



Lue Gim Gong Orange

SO far as can be learned, the Lue Gim Gong is a cross between Hart's Late and the Mediterranean Sweet. The strongest claim that is made for this fruit is that it will hang on the tree indefinitely without the slightest deterioration. Some have gone so far as to assert that it will hang perfectly sound and juicy for two or three years.

The tree will keep right on blossoming and bearing, and the fruit can be marketed when the country is without other citrus fruit. Several growers have rebudded entire groves to Lue Gim Gong. Certainly every grove should have some trees of this unique variety. They will afford fruit at a season when it is most in demand.

(Concluded on page nineteen)

*Color and texture,
Lue Gim Gong orange.*

Locating the Grove—continued

circulation and does not keep the roots submerged too long. Grapefruit and orange trees like to send out their roots in all directions—they delight in clay or marl subsoil, because so easily penetrated. Hard-pan should be dynamited before citrus is planted on it.

There is great diversity of opinion as to whether the best fruit is produced on highlands or lowlands. Each has its ardent advocates, who can show wonderful successes attained in their favorite locations. One claim generally made for the highland fruit is its better keeping quality. A counter claim in favor of the lowland grapefruit and oranges is for superior flavor.

Trees from Buckeye Nurseries are making good in almost every type of location. When the right selection of varieties and root stock is made for any par-

ticular conditions, the health and vigor of Buckeye trees can be depended upon to enable them to do the rest, if properly planted and cared for. In view of these facts, the best advice that Buckeye Nurseries can give in the matter of locating a grove is very much of the same nature as the famous remark attributed to Lincoln regarding a man's legs, "They ought to be long enough to reach from his body to his feet." In other words, determine in advance just the kind of grove you want, and then select the location that will permit you to make it. Preliminary study of all the elements calculated to affect success will prove a profitable undertaking. To quote another famous saying, credited to Davy Crockett, "Be sure you're right, then go ahead;" is mighty good practice in getting ready to plant a grove of citrus fruits.



Lue Gim Gong Orange

(Concluded from page eighteen)

THE size of the Lue Gim Gong is medium to large. Color, when ripe, is deep red, and holds until gathered. The skin is smooth and thin for the first year, but thickens the longer it hangs on the tree.

The flesh is divided into the usual ten or twelve sections, is easily separated, and is of a deep orange-color. The meat is juicy, with a blend to suit the most critical taste. This variety has been so tested that it is evident Lue Gim Gong will prove one of the best money-makers in the citrus line. Growers who plant this variety freely are not likely to regret the space given it in their groves, provided soil and other conditions suit it.



*Interior of fruit,
Lue Gim Gong orange.*

The Varieties to Plant

THERE is complete agreement among citrus fruit experts to the effect that the fewer varieties grown the better it is for any grapefruit- or orange-producing section.

Buckeye Nurseries long have advocated the planting of only a few varieties in Florida and have confined their propagation to a limited number. In no small degree, the splendid results obtained from their groves by those who have planted Buckeye trees has been due to this policy of the nurseries, in the matter of varieties.

The new Temple orange is so remarkable in its qualities that Buckeye Nurseries feel they have rendered a distinct service to the citrus industry in bringing it into prominence. Other varieties of acknowledged merit are described fully in the pages of

this catalogue, both of grapefruit and oranges, and there are offered also limes and kumquats.

In making a selection of oranges, the grove owner who takes the advice of Buckeye Nurseries will order as liberally as possible of Temple. This magnificent new variety, maturing as a midseason to late fruit, should be supplemented by an assortment of the Pineapple, Valencia Late, and Lue Gim Gong varieties. If an early orange is desired, the Parson Brown will be a desirable addition to the list.

In grapefruit there are three varieties which will fully meet the needs of the Florida grower—Inman Late, Marsh Seedless, and Walters. The latter is the earliest of the three, Marsh Seedless is the midseason favorite of the most successful growers, and the Inman Late matures toward the end of the season.



The Sampson Tangelo

THIS is a new fruit comparatively, and is a cross between a tangerine and grapefruit, the word being formed of the first five letters of tangerine and the last two letters of pomelo.

The skin of the Tangelo is smooth, like the grapefruit. The flesh has a peculiar and very delightful flavor, a combination of both, with that of the tangerine predominating, but toned down in sweetness by the acidity of the grapefruit.

In size the Tangelo is similar to a fair-sized orange, larger than the tangerine, and smaller than the grapefruit. The United States Department of Agriculture calls attention to this fruit as a new and highly flavored type of citrus. Plant for home use.

*Scene in grove of
Lue Gim Gong oranges.*

The Varieties to Plant—continued

As a matter of fact, many grove owners prefer to plant only one or two varieties of grapefruit.

Grapefruit deserve just as much consideration as is given to oranges when one is planning a grove. They have certain advantages over oranges, among them, quick-growing habit; giving early maturity; and the capacity to produce fruit at a lower cost. The demand from consumers for grapefruit is becoming so well established as to give assurance that prices will be satisfactory in the future.

Such a selection of varieties as will give fruit to market from early fall until late spring is the ideal thing, of course, and will be made by thoughtful growers whose location and lands are such as to offer no special advantage in the production of fruits maturing at certain seasons. If there are conditions

which make it especially profitable to grow either early or late fruit, it is always well to keep these in mind.

For years the big money in Florida citrus production has been made by the grower of late grapefruit and oranges. There is no reason to believe that there ever will be any notable change in this respect. So if your land and the other conditions which surround you are favorable to late varieties, plant freely of them. This advice from Buckeye Nurseries has placed hundreds of thousands of dollars in the pockets of growers who have taken it in the past. There is no good reason to believe that at any time in the future conditions will be sufficiently changed to render a different system of planting as profitable as that which features the late kinds of citrus fruits in all localities where these thrive and mature properly.



Buckeye Nurseries' Policies

BUCKEYE NURSERIES are devoted exclusively to the production of citrus trees. For thirty-nine years the owners have been engaged in this business. In that time they have built up a reputation for quality that today is their most highly prized asset.

The proprietors of Buckeye Nurseries always have taken the position that their duty and responsibility to the growers did not end with the delivery of first-class trees in good condition. They have felt that it was a part of their business to take every practicable step to assist the planter to make his citrus investments profitable. Accordingly, they have been ever ready to give advice regarding cultural problems.

*Fruit and tree,
Parson Brown orange.*

How to Plant Trees

LAND should be broken and prepared some time in advance of planting, if possible. However, many splendid groves have had the plowing and harrowing done just before planting.

Florida soil generally is more or less acid, but this condition can be neutralized with lime or hardwood ashes. If either is used, however, it should be applied several weeks prior to the planting of the trees or tender roots may be injured.

The preferred planting season for Florida is late December and the months of January and February. At this time all conditions are favorable, and the transplanting can be done with a minimum of loss. Some growers prefer to wait for the rainy season, and while successful plantings are sometimes made in the summer, we strongly advise winter planting when

trees are dormant and climatic conditions most favorable.

All citrus trees are surface feeders, hence must not be planted too deep. It is better to set the trees several inches too high than even one inch too low. When planted, they should stand slightly above the general level of the land, so that all excess moisture will drain off. It is essential never to set a tree deeper than it stood in the nursery.

Unnecessary exposure before planting causes a great deal of loss among trees, for which nurserymen are improperly blamed. Careless handling of the trees will permanently injure them, as, for instance, piling them up in the field after removing from the damp moss which surrounded their roots in the boxes which brought them from the nursery. Sometimes the work



Parson Brown Oranges

THE most popular early orange grown in Florida is the Parson Brown. Its chief claim to exclusive prominence is that it ripens early in October, not a few here and there, but whole groves. Not all of the fruit may be golden in color so early, but the October-ripe Parson Brown will stand the acid test. The fruit is uniform in size, of very fine texture, and delightful flavor.

Buckeye Nurseries propagate and offer to Florida grove-makers only the true type of Parson Brown stock, with the assurance that the fruit these trees bear can be entirely depended upon. In fact, the Buckeye strain is an improvement on the original stock, in several notable respects.

*Inside and outside,
Parson Brown orange.*

How to Plant Trees—continued

of planting may be facilitated by heeling-in the trees, but it is much safer to follow instructions pasted on each box.

A better plan is to keep the trees in the boxes in which they were packed, conveying them from point to point in a wagon, opening and removing trees only when the holes are ready. The men handling the trees should not take them out in large bundles but rather make frequent trips to the wagon for supplies. If necessary to remove trees from the boxes, they should be packed carefully in the wagon body and covered with shavings, moss, or wet sacks. This is very important.

Trees should be watered copiously at time of planting, and every ten days thereafter. Open holes for the trees with a hoe, making the openings large

enough to receive the roots without cramping and having the holes dug just ahead of the planters. Thus the tree is put into fresh soil and there is less danger of its drying out before the water-wagon reaches it.

How far apart should trees be set in the grove? In the Lucerne Park plantings, where Buckeye Nurseries put out over 1,000 acres, the trees were planted 25 x 25 feet each way. Ten acres of land is 435,600 square feet. Beginning 17½ feet from the fence on all sides, which gives ample room for turning, you will get 26 trees each way, or 676 trees to ten acres. Plantings 25 feet apart will give larger returns than plantings 30 feet apart. Of course, conditions peculiar to a grove and the methods and means of cultivation to be used should be taken into account when the grower plans his plantings.



The Dancy Tangerine

THE DANCY TANGERINE is unquestionably the most popular of the kid-glove oranges. The color is a tomato-red; the skin is easily removed from the flesh, and the sections are separated without soiling the fingers.

The flavor of the Dancy tangerine is very spicy and pleasant to the palate, and it is a strong favorite with many housewives and generally a very profitable fruit to raise. The tree is a vigorous grower and prolific bearer, but like all trees of the citrus family, it requires the best of care to insure bright, heavy, and juicy fruit. When given this, the Tangerine is generally a money-maker, the fruit selling for good, even high, prices almost every season.



*Typical views of the
Dancy tangerine.*

After-Care of Trees

IN too many instances trees fail to receive proper care after planting. Even some grove owners who buy first-class trees from a reliable nursery are disposed to neglect them after they are once in the grove.

Buckeye Nurseries exercise the greatest care in digging and handling trees, realizing the importance of having them reach customers in perfect condition, with a minimum of exposure. Not infrequently all their care and expense is discounted by the purchaser, who allows the trees to be opened and exposed to sun and wind before planting.

When this is the case, the roots of the trees become dry before they get into the ground, and the ones that live have their vitality so impaired that they fail to thrive unless abundant rains come quickly. Some

planters who are careful in putting out their trees, fail to water them freely enough, thus handicapping their grove from the very beginning.

Water is the very essence of life, especially to newly planted trees, and the best investment a grove owner can make is to apply it heavily to them every ten days until the rainy season comes on. Trees given this after-care will make double the growth of those which suffer for lack of water at the crucial time of transplanting, and for years will show the beneficial effects from the moisture that was supplied them when they most needed it.

If there is a drought during the summer, following the planting of the trees, the cultivation of the grove once a week with an Acme harrow will help immensely to prevent ill effects. A good plan is to make a large



The King Orange

THIS is the monarch of the Tangerine family, the most popular and the most profitable. The deep red-orange flesh, full of delicious and delicately flavored juice, adheres loosely to the rind, which is easily opened with the fingers.

The King orange ripens late and is at its best during March and April. The King is practically a new fruit, and almost always the demand is sufficiently in excess of the supply as to make the marketing of the King orange very remunerative.

Not only may the King orange be planted with assurance that the fruit may be sold profitably, but it also deserves special consideration as a source of fruit for home consumption.

Character pictures
of the King orange.

After-Care of Trees—continued

cup about the tree, applying six to eight gallons of water in it. As soon as the water settles, cover the wet earth with dry soil and sand, then starting the Acme harrow and keeping it busy. Frequently, one thorough watering will carry newly planted trees through even a severe attack of dry weather.

The supreme importance of giving young trees plenty of water was shown by a case which one of the fieldmen of Buckeye Nurseries investigated recently. One customer had complained of the loss of most of the trees he had bought, though another, whose place adjoined, had lost none. The former purchaser claimed that he had watered his trees six times while the latter said that he had watered his new grove only twice in the same period.

The man who had lost no trees was asked how it

was that his neighbor, who had watered his trees six times, lost so many of them. In reply, he smiled and said, "I guess he may have put on water six times, but I saw him applying it with a sprinkling can, and he must have given each tree fully a pint. I gave every one of mine two full fourteen quart buckets of water." It is not so much the number of times trees are watered that really counts as it is the volume of water applied to them. The citrus grove can not be kept in healthy, vigorous shape unless water is applied freely whenever needed, especially during the early stages of the growth of the trees. Too much emphasis can hardly be laid upon this important fact, hence the degree to which it is stressed herein. Every grower should see to it that arrangements are made for ample watering of young trees, and faithfully carried out.



Seedless Villa Franca Lemon

THIS variety has been found by Buckeye Nurseries so superior to all others that now they propagate it exclusively. The Seedless Villa Franca originated near Dunedin, Florida, is a heavy and regular bearer, and is practically without seeds.

Lemon culture pays handsomely, and there is increasing attention to it in southern Florida. Even if a grower does not feel disposed to take it up in a commercial way, a few trees should be planted in every grove to provide fruit for home use.

Buckeye Nurseries unhesitatingly recommend the Seedless Villa Franca as the one lemon for Florida conditions. Their advocacy of it is based on experience.



Fruit and tree,
Inman Late grapefruit.

Cultivation, Spraying, etc.

CITRUS trees are evergreen and must have moisture all the year round. To supply this in periods of dry weather, many growers have irrigation systems which they regard as good investments.

In most parts of Florida, irrigation can hardly be regarded as necessary, however desirable. The rainfall of the state generally is so abundant that artificial water seldom is required. In times of drought, extra cultivation usually serves the purpose of conserving moisture and making it readily available.

The experience of Buckeye Nurseries causes them to favor clean cultivation during the dry season, followed with cover-crops during the summer or wet season. Beggarweed is the ideal cover-crop, reseeding itself, while cowpeas and velvet beans, though annuals,

are very good ones. Cover-crops should be allowed to ripen before they are turned under.

The cover-crops should not be planted nearer than three feet of the tree-trunks; velvet beans should not be planted nearer than six feet. All cultivation should be frequent and shallow instead of deep, as its prime purpose is to conserve moisture rather than to break up the soil. Too deep working of the soil is sure to injure the tree-roots.

In plowing, be sure not to work within four feet of the trees and to raise the implement so as not to penetrate the soil more than two or three inches when passing over the root system. Work directly around the trees should be done by hand, using hoe or rake, or with an Acme harrow. It is really remarkable how a grove can be kept thrifty and vigorous through



Inman Late Grapefruit

THE INMAN LATE is a regular and reliable bearer. It seldom forms in clusters, and the fruit is well distributed all over the tree, particularly through the inside branches. The size is medium to large, with smooth, tough skin of very bright, silvery yellow. The shape of the fruit is flat, which is particularly desirable from the seller's point of view. It runs from 46 to 64 to the box, the average being from 54 to 64. The Inman Late ships well all through its season, and is noted for hanging to the tree without detriment. In fact, under conditions that permit the fruit remaining on the trees, the flavor and taste improve in consequence to a rather remarkable degree.

*Inside and outside,
Inman Late grapefruit.*

Cultivation, Spraying, etc.—continued

even excessive dry weather by frequent shallow workings.

It is the practice of the best growers not to apply fertilizer when trees are set. The preferable plan is to wait two or three weeks and then put on the surface about a pound to the tree, raking it in thoroughly. Then use about a pound per tree every six weeks from the time the rains set in, during the first year of a grove, until the trees become dormant. The amount of fertilizer should be increased as the trees grow older, and the formulas changed as the age and requirements of the grove demand. Stable manure should never be used unless very well rotted.

While citrus trees are not free from diseases and insect enemies, they are less subject to these than other fruits. Diseases like die-back may be remedied by

use of the right fertilizer, and the diseases of a fungous nature can be cured by spraying in accordance with information to be secured from the Florida State Experiment Station, at Gainesville. How often a grove should be sprayed is largely a matter of local conditions, as are also the compounds to be used. The more vigorous the tree, the less spraying will be required and the less damage the pests will do. Start with clean, healthy trees, keep them well fed and cultivated properly, and your spraying bills will be reduced to a minimum. It doesn't pay, however, to limit the amount of spraying done too closely, as in this event there is danger that the pests will get the upper hand, making necessary greater outlay and effort to conquer them in the end than would be required to keep them off.



Marsh Seedless Grapefruit

THE years of study devoted to the several varieties of grapefruit by the leading horticulturists of Florida have resulted in the elimination of many and in the final adoption of a few.

Since grapefruit has come into general popularity, and on account of its healthful and medicinal qualities is destined to become the universal fruit, the extension of the season is much to be desired. It is a fruit that ultimately must supply an all-year-round demand. To this end it is the purpose of Buckeye Nurseries to propagate varieties that will mature both early and late. Marsh Seedless is a mid-season to late variety, and a prolific bearer.

(Concluded on page twenty-eight)



*Marsh Seedless grapefruit,
(see back cover).*

Picking, Packing, and Shipping

THE best crop of grapefruit or oranges that can be produced will not prove profitable to the grove owner unless properly picked, packed, and shipped.

Between the tree and the market, profits may be conserved or dissipated. The fruit must be picked at the right time, packed in the right way, and sold through the right channels in order that the grower may receive adequate returns on his investment and labor.

Every picker in a crew should work with gloves, so that the fruit itself never is touched. Only clippers which cut a short stem without harming the fruit should be used. The receptacles into which the fruit is placed should hold it without pressure, and it ought to be emptied into the field-boxes without jarring. These boxes when loaded for hauling to the packing-house should not bring the contents of one

in contact with those of another, and wagons or trucks with springs should be employed.

Packing-house equipment and practice in Florida have advanced wonderfully in the past few years. The latest types of machinery render fruit-packing a scientific matter as compared with the old methods. Grapefruit and oranges of doubtful quality are removed, the remaining fruit is carefully graded, sized, washed, and polished. When tenderly placed in the crates ready for shipment, it is both attractive to the eye and prepared to stand the long journey to the homes of consumers.

A considerable investment is required to build and equip a modern packing-house, and few growers have groves large enough to warrant this. The system of community packing-houses which prevails all over



Marsh Seedless Grapefruit

(Concluded from page twenty-seven)

THIS is the only variety of grapefruit that is practically seedless, there being frequently none and seldom more than three or four seeds to each fruit.

Its other good qualities are its large size, its roundish form, its attractive lemon-yellow color and smooth skin. The flesh of the Marsh Seedless is very juicy and the flavor excellent. It matures in February, March and April.

Marsh Seedless is popular, and there is a persistent demand for this variety. This has been notably increasing in the past few years, and Buckeye Nurseries have materially enlarged their production of trees of this splendid variety.

*Typical grove scene,
Marsh Seedless grapefruit.*

Picking, Packing and Shipping—continued

Florida gives even growers with the smallest acreage the benefit of packing facilities of the best. Most of these houses are operated in such a way as to entirely relieve the individual grower of all labor and responsibility in the picking and hauling as well as in the packing of his fruit.

The grower's final problem is that of the marketing agency that he shall employ. In this field the Florida Citrus Exchange has accomplished wonders in the past ten years. Buckeye Nurseries have from the first urged the support of this coöperative organization by growers and have sold their own fruit through it. Mr. M. E. Gillett was the first general manager of the Florida Citrus Exchange, and for the past several years Mr. D. C. Gillett has been a member of the board of directors and a vice-president.

Even growers who do not take advantage of the Exchange in marketing their product are free to admit that it has been of the greatest usefulness to the citrus industry of Florida. Unquestionably, it has stabilized values, raised the level of prices, and in general advanced the interests of every grower of grapefruit and oranges. The Exchange now is engaged in what is probably the most needed work for the further development of citrus Florida—widely advertising and demonstrating the superior merits of the state's citrus products. In this field, as in many others, it has led the way and so far has carried the burden almost altogether. The enterprise of the Exchange has made hundreds of dollars for the affiliated growers and they have an asset of unquestioned value in the Sealsweet trade-mark.



Why Plant Grapefruit?

THE successful grower of citrus fruits in Florida knows that grapefruit at \$1 per box on the tree is a veritable gold mine. He knows they cost less to grow, pick, haul, and ship than oranges; that it requires less units to make a box; that grapefruit trees are more prolific and seem less subject to disease.

"Florida grapefruit is today recognized in all markets as second to none. California admits the superiority of our fruit. Cuba, Isle of Pines, and Porto Rico market their product much earlier than Florida, and if our crop is intelligently handled, theirs is out of the way. This narrows the territory to Florida where the Pomelo can be successfully grown."—*Florida Grower.*



*Heavily laden tree,
Walters grapefruit.*

A Certificate that is an Asset

WITH every purchase exceeding 100 trees, and for less quantity when requested, from Buckeye Nurseries there will be sent a certificate giving the number and variety, date sold, etc.

Assurance that groves were planted with Buckeye trees has come to be regarded by shrewd investors in citrus property as second only in importance to the title of the land.

The adoption of this certificate has been suggested to us by the number of inquiries we have had from purchasers of previous years, asking for information to give persons negotiating for the purchase of their groves.

In scores of instances that have come under our observation in the past few years, buyers paid a handsome premium for grove properties by reason of the fact that they were planted with Buckeye trees.

In a great number of cases negotiations for the purchase of groves have fallen through when it could not be established to the satisfaction of the intending purchaser that the planting had been of Buckeye trees.

A certificate from Buckeye Nurseries will be considered by purchasers of groves as giving protection similar to that afforded by an abstract of title. It will be readily seen that these certificates have a very considerable value, and may be regarded as an actual asset. If the owner should ever wish to sell, he will be greatly aided in doing so with this certificate in his possession.

The certificate is a work of art. On it is mounted a reproduction of a typical Buckeye tree, printed in a beautiful sepia tint. Below there is the name of the purchaser, his state, county and city, and a statement that he has bought of Buckeye Nurseries and planted in a specified vicinity such orange, lemon, grapefruit or lime trees as are listed on the reverse side of the certificate. There are the further statements that Buckeye Nurseries warrant these trees to be of the sizes specified, to be clean, thrifty and healthy in every respect, to be free of all insect pests, and to be true to name.



Walters Grapefruit

THE WALTERS grapefruit is a very popular kind. It is ready for the market in November, and under favorable conditions may be held on the tree until May 1. It is a very vigorous grower and heavy bearer. Many successful growers prefer it to all other varieties.

The fruit is inclined to hang singly, and, while propping sometimes must be resorted to, the branches are not generally strained. In groves properly handled, generally the sizes run from 46 to 64 to the box, which are the most desirable and most prolific sizes. The Walters grapefruit has no peer in richness of flavor, thinness of skin, and other good qualities. It should be included in all commercial plantings.

Inside and outside of popular Walters grapefruit.

Caliper

The average caliper of Grapefruit trees and of the standard varieties of Orange trees is about as follows:

- 2- to 3-foot grade sold by height alone.
- 3- to 4-foot grade will caliper $\frac{1}{2}$ to $\frac{3}{4}$ inch.
- 4- to 5-foot grade will caliper $\frac{5}{8}$ to $\frac{3}{4}$ inch.
- 5- to 7-foot grade will caliper $\frac{3}{4}$ to 1 inch.
- 2-year grade will caliper 1 to $1\frac{1}{4}$ inches.

Grade, given in feet, refers to height as trees stand in nursery. They are cut back materially before shipment, unless customer specifically instructs otherwise.

NOTICE:—For all kinds of spray mixtures, send to the Florida Agricultural Experiment Station. Ask for Bulletin No. 76.

Additional Information on Sizes and Grades of Trees

The different grades of all trees are of the following ages of root and bud:

- 2 to 3 foot carries 10-month bud, 30-month root.
- 3 to 4 foot carries 12-month bud, 36-month root.
- 4 to 5 foot carries 12-month bud, 48-month root.
- 5 to 7 foot carries 15-month bud, 51-month root.
- 2-year carries 24-month bud, 60-month root.

Number of Trees to the Acre

For commercial planting, we generally recommend that trees be planted in squares 25 by 25, requiring 69 to the acre.

Copies of testimonial letters from buyers of Buckeye Trees who have planted on land near yours will be sent on request.



The Kumquat

THIS is the smallest orange, to the cultivation of which special attention is given. It may be eaten skin and all, and it makes a most palatable marmalade or jelly. The most popular variety of this orange is the Nagami and it is considered the most desirable by us, from all the standpoints worthy of consideration.

The fruit is oblong, 1 to 1½ inches in diameter. The rind is deep orange-yellow, sweet and spicy. The pulp is tender, with an agreeable but distinctive acid flavor. The tree or bush is a prolific bearer, and the fruit has a commercial value for preserving. As the manufacture of citrus by-products expands, the demand for Kumquats is likely to largely increase, as in many formulas for marmalades, jams and jellies, they are freely used.



The useful and beautiful kumquat, Nagami variety.

SHIPMENTS. Inasmuch as planters are frequently not in a position to arrange for getting shipments through the custom house, either here or in Havana, we will have our brokers at each port attend to everything, prepaying all charges to the nearest port or railroad station, on the following terms:

To Cuba and the Isle of Pines

On orders ranging from \$5 to \$10...add 30 per cent
On orders ranging from \$10 to \$25...add 25 per cent
On orders ranging from \$25 to \$50...add 20 per cent
On orders ranging from \$50 to \$100...add 15 per cent
On orders amounting to over \$100...add 12½ per cent

To Porto Rico and Other West Indian Islands

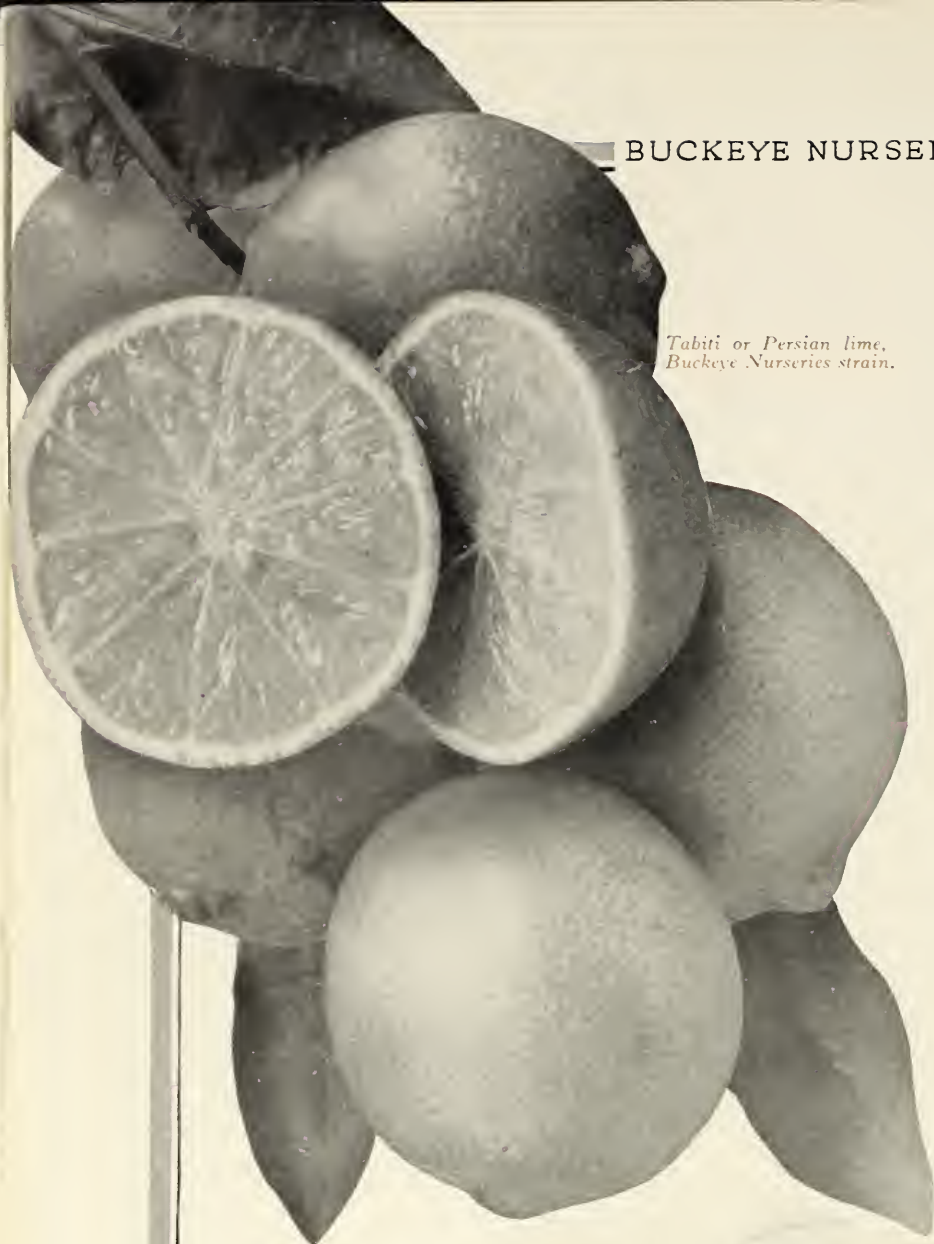
On orders ranging from \$5 to \$10...add 40 per cent
On orders ranging from \$10 to \$25...add 30 per cent
On orders ranging from \$25 to \$50...add 25 per cent
On orders ranging from \$50 to \$100...add 20 per cent
On orders amounting to over \$100...add 15 per cent

Should these estimates exceed the actual cost of transportation, port and custom-house charges, we agree to return the excess to our customers.

Number of Trees or Plants to the Acre

Dist. apart, feet.	No. trees	Dist. apart, feet.	No. trees
1 by 1.....	43,560	15 by 15.....	193
2 by 2.....	10,890	16 by 16.....	170
3 by 3.....	4,840	17 by 17.....	150
4 by 4.....	2,722	18 by 18.....	134
5 by 5.....	1,742	19 by 19.....	120
6 by 6.....	1,210	20 by 20.....	108
7 by 7.....	888	25 by 25.....	69
8 by 8.....	680	30 by 30.....	48
9 by 9.....	537	35 by 35.....	35
10 by 10.....	435	40 by 40.....	27
11 by 11.....	360	45 by 45.....	21
12 by 12.....	302	50 by 50.....	17
13 by 13.....	257	60 by 60.....	12
14 by 14.....	222		





*Tahiti or Persian lime,
Buckeye Nurseries strain.*

Tahiti, or Persian Lime

THE fruit grows to about the size of an ordinary Sicily lemon. The juice content, however, is greater, and the flavor is less acid and much more agreeable. It is quite similar to the taste of the Key lime, over which the Tahiti or Persian lime has the advantage of being three or four times larger, as well as of much greater juiciness.

The skin of the fruit is very thin and is very slow to color; in fact, the fruit is ripe while the skin is quite green. The Tahiti or Persian lime is practically seedless. The tree is almost constantly in bloom, and, in consequence, the fruit is in different stages of development every month in the year. A two-year-old tree has been known to carry 168 limes.

Our Terms and Methods

Terms. Cash with order if for immediate shipment. If for future delivery, 25 per cent advance payment when order is booked, balance to be payable before shipping.

Applying Prices. Five, fifty and five hundred of one class at ten, one hundred and thousand rates, respectively.

Packing. We guarantee delivery in good condition, so far as packing is concerned.

Substitution. In ordering please state whether we may substitute some similar variety in case those ordered are not in stock.

Shipping Season. We always prefer to wait until the trees are dormant, which, ordinarily, is about November first, and sometimes continues well into March. It is possible to plant somewhat earlier or later than the above dates, but we ship during the growing season only at purchaser's risk.

Proper Labeling. Everything is plainly marked with best quality of printed labels, attached with brass wire.

Our Guarantee. We guarantee all stock sent out to be well rooted, well grown, true to name, properly packed and shipped according to instructions.

Liability. While we exercise the greatest care to have trees true to label, and hold ourselves prepared, on proper proof, to replace any that may prove otherwise, we do not give a warranty, expressed or implied, and in case of error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than was paid for the trees.

Claims. Every precaution is used against errors, but if they occur we will promptly rectify them if claim be made as soon as the error is discovered.

In Writing Orders give Post-Office Address in full, including County and State. Also point of destination, if different from post office. Name route by which to ship, if there is any preference. State whether by freight or express.



How to Save On the Cost of a Grove

SUBSTANTIAL savings may be made upon fertilizers, many sorts of implements, and numbers of other things which enter into developing a grove through the operations of the Exchange Supply Company.

The Exchange Supply Company handles the purchases of thousands of members of the Florida Citrus Exchange. The combined purchasing power makes for material savings. Ask any member of the Florida Citrus Exchange. Additional lines are being added to those already handled as rapidly as is consistent with the proper expansion of the business. We operate our own fertilizer factory and later may produce other things which growers need to purchase in quantities.

The method of handling this company's business gives growers the full benefit of the savings accomplished (less only the very small percentage of operating cost of the company) but does not disturb retail prices and normal retail markets. This is not a cut-rate concern, but, being owned by growers, the profits upon all purchases ultimately are returned to the purchasers.

So great are the savings made possible that those entering upon the establishment of young groves will find it highly profitable to obtain membership in the nearest local association of the Florida Citrus Exchange at the time of beginning operations, rather than to wait until fruit is ready for marketing. For full particulars ask the manager of any association of the Florida Citrus Exchange, or any sub-exchange manager, or write direct to this office.

Through the agency of the Exchange Supply Company citrus growers of Florida, who necessarily are wholesale sellers of their products, have been made wholesale buyers as well—with all the savings which come from quantity purchases made coöperatively.

Exchange Supply Co.

Citizens Bank Bldg. • TAMPA, FLORIDA

Serving only members of the

FLORIDA
CITRUS EXCHANGE

Insure Full Profits From Your Plantings

The most careful selection of grove location and nursery stock, the most painstaking care in development of trees, will not solve the problem of how to obtain fullest profits from a grove property. Fruit must be marketed in such manner as to obtain for the grower its full value when sold in the markets to enable him to realize the entire profit upon his efforts. In Florida the problem has been solved by the Florida Citrus Exchange—the great non-profit coöperative marketing organization of thousands of Florida growers. It is the only organization within the state whose function it is to obtain profits for growers rather than profits for handlers of their products. Fruit under its trademark holds the confidence of northern markets and commands a premium. It stands for a square deal alike to producers, dealers and consumers.



Follow the Examples *of* Most Successful Growers

Numbers of the most successful growers in the state are among its members. The most prosperous communities are those which center about its packing houses, because it returns full value of crops to the producers, less only the actual cost of handling. The large volume of fruit which passes through its hands makes its operations most economical.



Own and manage your own grove and obtain for yourself the results of your efforts. Similarly, market your fruit through an organization in which you automatically become part owner with the act of obtaining membership, though you pay no initiation fees or dues. Ship through your own organization, in which you may exercise a voice for the protection of your own interests and the best interests of the citrus industry in Florida.

FLORIDA CITRUS EXCHANGE

NON-PROFIT COÖPERATIVE MARKETING

EVERYTHING NEEDED FOR SPRAYING

Schnarr's Spray Formula

The standard spray for White Fly and Scale insects. For fourteen years it has been recognized as the most effective spray for the control of insects and pests attacking citrus trees. Almost every large grower of fine fruit is a Schnarr user. Not only is it the best but its unusual strength makes it the cheapest,—a gallon of Schnarr's will make more diluted spray than a gallon of any other insecticide. *Its use will insure more fruit and better fruit.*

Soluble Sulphur Compound

To be used in making spray for Rust Mite, Red Spider, and Scale. It is in concentrated form, is granular and comes in air-tight tins with removable tops making it possible to use as wanted and it will keep several months. One hundred pounds will go as far as a barrel of Lime Sulphur Solution. Its cost is less, it is less expensive to handle, the wastage is not so great. Soluble Sulphur and Schnarr's Spray Formula readily mix, making a combination spray that will cover practically every need of citrus growers. With this combination spray White Fly, Scale Insects, Rust Mite, Red Spider and Scab may be controlled. In the combination spray the cost of one spraying is saved. More progressive growers are using Soluble Sulphur Compound in combination with Schnarr's Spray Formula with most excellent results.

Schnarr's Caustic Potash Fish Oil Soap

Of our own manufacture and will be on the market shortly. It is good, of course, or it could not bear Schnarr's name.

Schnarr's Bordo Lead Tonic

Will control blight and practically all insects attacking plants and vegetable crops. By its use the grower has the advantage of all the benefits possible to derive from applications of Bordeaux Mixture and Arsenate of Lead. Should be used on Tomatoes, Potatoes, Celery and all other crops where it is desirable to prolong the life in order that full production may be realized.

Write for Schnarr's Spray Book (New Edition). It contains information of great value.

We sell Sprayers—Hand and Power. Write for catalogue giving information as to our machines and accessories.

Our stock of Bluestone, Arsenate of Lead, Bordeaux Mixture, etc., is complete. This concern is operated to serve growers with spraying materials, and is prepared to supply all their requirements.

J. SCHNARR & COMPANY

Orlando, Florida

Winter Haven, Florida

The Mapes Fertilizers

THE STANDARD FOR GENERATIONS

Long Experience and Practice have made Perfect

THE MAPES FRUIT SPECIAL

Ammonia	2 to 3%
Total Phosphoric Acid	7 to 9%
Available Phosphoric Acid	5 to 7%
Potash (K ₂ O) Soluble	3 to 4%

THE MAPES ORANGE TREE MANURE

Ammonia	4 to 5%
Total Phosphoric Acid	8 to 10%
Available Phosphoric Acid	6 to 8%
Potash (K ₂ O) Soluble	3 to 4%

THE MAPES ORANGE TREE (WAR POTASH)

Ammonia	4 to 5%
Total Phosphoric Acid	8 to 10%
Available Phosphoric Acid	6 to 8%
Potash (K ₂ O) Soluble	1%

These are brands we have been offering for several years.

THE MAPES 5 PER CENT FRUIT

Ammonia	2 to 3%
Total Phosphoric Acid	7 to 9%
Available Phosphoric Acid	5 to 7%
Potash (K ₂ O) Soluble	5 to 6%

This is a new brand where more potash is desired for increasing fruiting powers and improving quality of fruit. It can be economically used under present price conditions for potash.

All of the above brands are made of the same choice materials and by the same special methods of manufacture which have made the Mapes Manures the standard in Florida for so many years. No Rock or Acid Phosphate used.

The Mapes Formula and Peruvian Guano Co.

JACKSONVILLE BRANCH

HAMILTON WOODRUFF, Manager

Insist Upon this Trade-Mark to Help Reduce Grove Costs



EVERY item of expense which enters into growing fruits, vegetables, and general farming crops is of vital interest to every producer.

One item of expense, however, is an actual money-maker to the grower—that is fertilizer. Every dollar expended for fertilizer—good fertilizer—will yield many times its value in bigger and better crops with the same expenditure for labor and other things.

Don't stint on fertilizer. It is poor economy. Apply this soil tonic liberally and obtain the return on your investment through bigger and better crops. Insist upon the GULF brands, for they stand for the best in fertilizer. The GULF field expert is at your service. Feel free to call upon him when you think he can be of assistance to you.

Write today for latest price-list on fertilizer, insecticides and Hardie Power Sprayers.

The Gulf Fertilizer Company

CITIZENS BANK BUILDING

TAMPA, FLORIDA



"FRIEND" WHEEL SPRAYER AT WORK IN A FLORIDA GROVE

The Exclusive "FRIEND" Type of Wheel Sprayer

THE "FRIEND" type of sprayer is exclusive—unlike any other sprayer. Designed throughout for the work of spraying,—not an assembled machine.

The extreme low center of gravity of the "Friend" permits easy access for adjustment and makes possible a narrow machine without danger of overturning.

To be able to turn square around in a fence corner, or between rows, is an advantage that only "Friend" sprayer users enjoy.

The large wheels and lighter weight power-equipment permit easier draft, and ability to haul more gallons of spray solution.

The "Friend" is the only sprayer with a motor pump unit. The only low-down, large-wheel, short-turn sprayer. The fastest, most effective, most satisfactory all-around sprayer. Built in small, medium, large and extra large types—a size for every grower. All four sizes are on the job in Florida groves.

The "FRIEND" Roller Sprayer

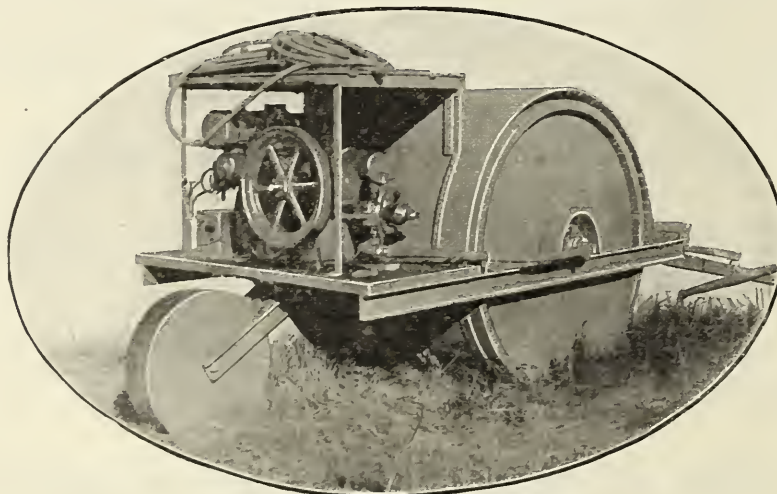
The "Friend" Roller Sprayer furnishes grove owners with a machine that will carry a large amount of spray material, and yet easily managed with an ordinary team, even in soft sand. It is low and narrow, without belt at the side to catch in limbs, permitting its use in closely planted groves. A type of sprayer convenient to handle, and in every essential well suited to Florida conditions.

The engine is carried by the caster wheel, free from the

tank, and without interference with the driver. Hinged-on tongue prevents vibration from annoying the team.

The "Friend" Roller Sprayer embodies the practical ideas of men long experienced in grove methods, and does its work quickly and thoroughly, with a noticeable reduction in labor. Half the number of trips to the well makes a big saving in time.

Requests for catalogues, prices and information will receive prompt responses.



THE "FRIEND" ROLLER SPRAYER

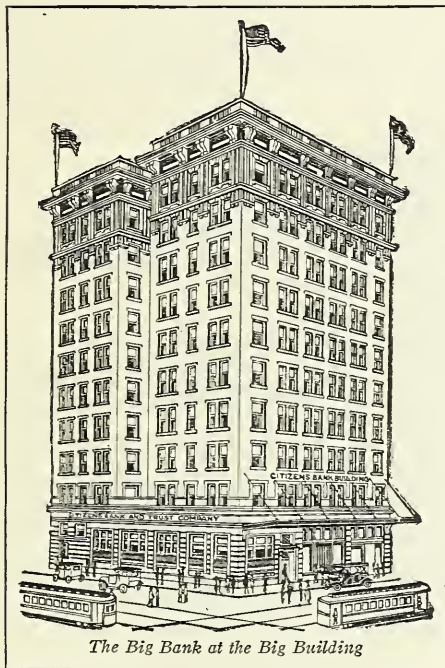
Skinner Machinery Company

B. C. SKINNER, Manager

Blossom Ave., DUNEDIN, FLA.

BANKING SERVICE

THIS BANK solicits the accounts of growers, business men and commercial institutions upon a basis of intelligent and interested personal service. Every form of modern banking service is at the com-



mand of patrons, plus a character of interested attention which has won for this institution its distinctive reputation in business circles in this section. The Citizens-American Bank and Trust Company of Tampa, stands at the forefront of progressive effort in the upbuilding of South Florida. It is keenly interested in every similar effort upon the part of every other individual or business, however large or small. Its aim is to serve, and by its service to earn whatever appreciation its efforts merit.

Citizens-American Bank & Trust Company TAMPA · FLORIDA

Capital \$1,000,000

Surplus \$300,000

The same distinctive attention for which the Big Bank is noted, and the same ideals of service, will be found in dealing with each of the affiliated banks listed below:

BRADENTOWN BANK & TRUST CO.
BANK OF PASCO COUNTY, Dade City
BANK OF FT. MYERS, Ft. Myers

FIRST NATIONAL BANK, St. Petersburg

FIRST STATE BANK, Ft. Meade
BANK OF YBOR CITY, Ybor City
BANK OF PLANT CITY, Plant City

Besides Buckeye Nurseries We Serve with Satisfaction

THE LARGEST AND MOST IMPORTANT OF THE
ADVERTISERS OF FLORIDA AND SOME OF THE LEADING
FIRMS OF OTHER SOUTHEASTERN STATES

A partial list of our satisfied clients at the time of the issue of this catalog is as follows:

American Agricultural Chemical Co., Jacksonville, Fla.	H. G. Hastings Co., Atlanta, Ga.
Aripeka Saw Mills, Tampa, Fla.	Hollingsworth Candy Co., Augusta, Ga.
Armour Fertilizer Works, Jacksonville, Fla.	Hotel Albert, Jacksonville, Fla.
Augusta Ice & Beverage Co., Augusta, Ga.	Hotel Windsor, Jacksonville, Fla.
Buckeye Nurseries, Tampa, Fla.	Independent Fertilizer Co., Jacksonville, Fla.
Cameron & Barkley Co., Jacksonville, Fla.	Jacksonville Cracker Works, Jacksonville, Fla.
Carolina Portland Cement Co., Charleston, S. C.	Lime-Cola Co., Inc., Montgomery, Ala.
Chamber of Commerce, Lakeland, Fla.	W. A. Merryday Co., Palatka, Fla.
G. M. Davis & Son, Palatka, Fla.	Port Richey Co., New Port Richey, Fla.
Fenole Chemical Co., Jacksonville, Fla.	W. B. Powell, Tavares, Fla.
Florida Citrus Exchange, Tampa, Fla.	Reasoner Bros., Oneco, Fla.
Florida Fruitlands Co., Lake Alfred, Fla.	Sea Island Cotton Oil Co., Charleston, S. C.
Florida Lime Co., Ocala, Fla.	Skinner Machinery Co., Dunedin, Fla.
Florida Natal Hay Assn., Jacksonville and Lakeland, Fla.	Southern Farms Co., Palatka, Fla.
Gamble & Stockton Co., Jacksonville, Fla.	Summit Nurseries, Monticello, Fla.
C. M. Griffing & Co., Macclenny, Fla.	Tampa Bay Land Co., Tampa, Fla.
	Harold G. Wilson, Titusville, Fla.
	Peninsular Fertilizer Co., Palatka, Fla.

The type of service through which we have helped the above concerns to build business may be used to make *your* advertising more effective.

You will incur no obligation or expense by giving us the opportunity to explain more fully how we operate and wherein we can help you. Address the office nearest you.

THE THOMAS ADVERTISING SERVICE

Advertising Headquarters of the Southeast

219-225 Heard Building
JACKSONVILLE, FLORIDA

720-721 Citizens Bank Building
TAMPA, FLORIDA

SPECIAL ORDER SHEET FOR TEMPLE ORANGE TREES

Date_____19____

BUCKEYE NURSERIES, Tampa, Florida

Gentlemen: For my account, please enter order for_____Temple Orange Trees,

on_____Stock.

(Write R. L. for Rough Lemon, S. O. for Sour Orange, U. Y. D. for Use Your Discretion.)

Find enclosed, \$_____Ship by_____

(Write here "Freight," "Express," or "Use Your Discretion.")

When_____

(Write here date on which shipment is to be made.)

☐ This space for full shipping directions, without reference to Post Office address of purchaser.

WRITE PLAINLY

Name_____

Place_____

(Express or Freight Station)

State_____

Via_____

☐ This space for name and Post Office address of purchaser, without reference to destination of shipment. Ladies, please give title, Miss or Mrs.

WRITE PLAINLY

Name_____

St. and No. or P. O. Box_____

Post Office_____

State_____

To protect myself and other purchasers of Temple Orange Trees against the competition of inferior fruit sold under the same name, and to protect you in the right to exclusively propagate and distribute this orange, and in consideration of the fact that you are to supply me the trees ordered above at the special price_____ each, I agree not to sell or give away, or to permit anyone else to take any scions, buds or cuttings from these trees, or from their progeny, for a period of twenty-five years.

I further agree not to sell or give any of these trees away, and in case of disposition of property on which the trees are planted, I obligate myself to make this agreement a condition of the transfer.

(Signed)_____

Explanation of the Order Sheet and Protection Agreement Printed Above

You will note in the order blank herewith a clause binding you not to dispose of any budwood of the trees of the Temple orange or of the trees themselves.

This agreement is both for your protection and for ours. We regard it of just as much importance, if not more, from your standpoint as from ours and believe you will agree with us.

If the propagation and distribution of trees of this new orange are not confined to a single dependable and responsible channel, all sorts and kinds of strains of Temple oranges will be offered within a few seasons.

The fruit of some of these strains, if indeed not that of all of them, except the original from Buckeye Nurseries, will be inferior and when this poorer stuff is marketed under the Temple name it will have a tendency to lower the prices offered for true Temple oranges.

By the restrictions we are placing on the sale of Temple budwood and trees, we are endeavoring to, just as far as possible, protect our customers against this condition. You know that the fruit of the true Parson Brown or Pineapple orange, for instance, does not sell as well as it would if there were none of the false strains in the market.

This agreement providing against the sale of budwood also is for our protection against unfair competition. We not only paid a large sum of money for the original Temple tree but we have been at great expense in thoroughly testing out this fruit and reproducing it and in propagating trees under conditions which assure us that they are healthy, true to name and in every way first class. It is but common fairness and simple justice that all selling rights in the Temple orange should be our property.

Respectfully submitted,

BUCKEYE NURSERIES.

The following is a list of the names of the persons who have been
 named in the above mentioned case, and who have been named in the
 above mentioned case, and who have been named in the above mentioned case.
 The names of the persons who have been named in the above mentioned case
 are as follows:

The names of the persons who have been named in the above mentioned case
 are as follows:

The names of the persons who have been named in the above mentioned case
 are as follows:

ORDER SHEET

BUCKEYE NURSERIES, Tampa, Florida

Date _____ 191_____

Gentlemen: For the account of the undersigned, please enter order for the Citrus Fruit Trees listed below.

Find enclosed_____. **Ship by**_____

Write here "Freight," "Express" or "Use your discretion"

When _____

Write here date on which shipment is to be made

 This space for full shipping directions, without reference to Post Office address of purchaser.

 This space for name and Post Office address of purchaser, without reference to destination of shipment. Ladies, please give title, Miss or Mrs.

WRITE PLAINLY

Name_____

Place _____

Express or Freight Station

State _____

Via _____

WRITE PLAINLY

Name _____

Street and No. } _____
or P. O. Box } _____

Post Office _____

State

Note: Under the heading "Stock," write R. L. for Rough Lemon, S. O. for Sour Orange, or U. Y. D. for Use Your Discretion

[illegible]

(Sign) _____



MYRON E. GILLETT

THE senior member of the firm of M. E. Gillett & Son, proprietors of Buckeye Nurseries, has been a familiar figure to the citrus growers of Florida for forty years. Becoming less active physically as the years pass, Mr. Gillett's ideas and ideals, more than ever, are dominant in the great business he founded and developed.

Buckeye Nurseries made their reputation on quality of product and on service to purchasers. Myron Gillett

is just as insistent that these guiding principles of the enterprise shall be observed today as he was when the business was in its infancy. The younger men who are taking his place on the firing-line of production and sales are pleased to have the privilege of following faithfully the example and the precepts of their employer and friend. It is unnecessary to state that this tribute to Mr. Gillett is without his knowledge or consent.

*Interior and exterior
of Buckeye Nurseries
packing house*



Buckeye Nurseries

ESTABLISHED 1880



MARSH SEEDLESS GRAPEFRUIT

Largest Exclusively Citrus Nurseries in the World
TAMPA, FLORIDA